

ORDER

Orders	Order / Rev:	698887	Alt Order #:	06224666	Product Desc:	AMERICAN CROSSROADS	Estimate:	690	Flight Dates:	09/04/12 - 09/14/12	Primary AE:	Joe Knauer
										Sales Office:	T-WAS	
										Sales Region:	NAT	
Agency	Name:	Crossroads Media/ POL	Buying Contact:	Amber Blonden	Billing Contact:	66 Canal Center Plaza Suite 500	Billing Type:	Cash	Billing Calendar:	Broadcast	Billing Cycle:	EOM/EOC
						Alexandria, VA 22314	Agency Commission:	15%				
Advertiser	Name:	American Crossroads	Demographic:	A25-54	Product Codes:	IS-Issue/Non	Priority:	P-3	New Business Thru:		Advertiser External ID:	
										Agency External ID:		

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/14/12	30	\$38,200.00	\$32,470.00	September 2012	30	\$38,200.00	\$32,470.00	0.00
					Totals	30	\$38,200.00	\$32,470.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	WKYC	09/07/12	09/07/12	M-F 4-5p	CM	4p-5p	-----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00											
Ellen Degeneres																										
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN																										
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E 2	WKYC	09/07/12	09/07/12	M-F 5-6a	CM	5a-6a	-----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00											
Channel 3 News @ 5AM																										
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Week: 09/03/12	09/09/12	-----F--	1	\$650.00	0.00																					
E 3	WKYC	09/10/12	09/10/12	LN (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00											
Late News (M-Su)																										
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN																										
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E 4	WKYC	09/10/12	09/10/12	M-F 4-5p	CM	4p-5p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00											
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E 5	WKYC	09/10/12	09/10/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00											
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WKYC

Order / Rev: 698887
Alt Order #: 06224666
Flight Dates: 09/04/12 - 09/14/12

Advertiser:	American Crossroads
Product Desc:	AMERICAN CROSSROADS
Estimate:	690

WKYC

Order / Rev: 698887
 Alt Order #: 06224666
 Flight Dates: 09/04/12 - 09/14/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 690

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																	
E 18	WKYC	09/05/12	09/12/12	M-F 11-1135p	CM	11-1135p	--W---	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00																	
Channel 3 News at 11p M-F																																
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																											
Week: 09/03/12	09/09/12	--W---	1	\$2,400.00	0.00																											
Week: 09/10/12	09/16/12	--W---	1	\$2,400.00	0.00																											
E 19	WKYC	09/05/12	09/12/12	M-F 4-5p	CM	4p-5p	--W---	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00																	
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Week: 09/10/12	09/16/12	--W---	1	\$750.00	0.00																											
E 20	WKYC	09/05/12	09/12/12	M-F 5-6a	CM	5a-6a	--W---	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00																	
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Week: 09/10/12	09/16/12	--W---	1	\$650.00	0.00																											
E 21	WKYC	09/12/12	09/12/12	M-F 6-7a	CM	6a-7a	--W---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00																	
Channel 3 News Today @ 6AM																																
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Week: 09/10/12	09/16/12	--W---	1	\$1,200.00	0.00																											
N22	WKYC	09/14/12	09/14/12	M-F 11-1135p	CM	11-1135p	----F--	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00																	
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Week: 09/10/12	09/16/12	----F--	1	\$2,400.00	0.00																											
N23	WKYC	09/14/12	09/14/12	M-F 4-5p	CM	4p-5p	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00																	
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Week: 09/10/12	09/16/12	----F--	1	\$750.00	0.00																											
N24	WKYC	09/14/12	09/14/12	M-F 5-6a	CM	5a-6a	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00																	
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Week: 09/10/12	09/16/12	----F--	1	\$650.00	0.00																											
N25	WKYC	09/14/12	09/14/12	M-F 6-7a	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00																	
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Totals

30

\$38,200.00